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FEB 27 2008  
PATENT  
Attorney Docket No.: PD-980142**Amendments to the Claims:**

Claims 1-17 (Cancelled)

18. (Currently Amended) A ~~digital advertisement system for use in receiving,~~  
~~processing and displaying to display~~ digital advertisement information, the ~~digital advertisement~~  
system comprising:

a receiver for use at a subscriber site;

a processor in the receiver;

a memory communicatively coupled to the processor in the receiver, ~~wherein the receiver~~  
~~has stored therein a local condition indicative of a processing capability or a location of the~~  
receiver; and

software stored on the memory and adapted to be executed by the processor to:

receive ~~a plurality of advertising objects and image objects linked to the advertising~~  
~~objects from a data stream transmitted by a transmitting site that transmits the same advertising~~  
~~objects and image objects to the receiver and a plurality of other receivers without selectively~~  
~~transmitting particular ones of the objects to particular ones of the receivers, wherein each~~  
~~advertising object includes a data element indicative of at least a required receiver sophistication~~  
~~level or a receiver location~~ an advertisement object and at least one network link associated with  
the advertisement object, wherein the network link specifies a storage location storing a plurality  
of image objects corresponding to the advertisement object, and wherein each of the image  
objects requires a different processing capability to be rendered by the receiver;

~~store the received plurality of advertising objects and image objects in the memory;~~

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~~select a first group of advertising objects from the received advertising objects and use~~  
the network link to retrieve one of the plurality of image objects based on the local condition  
~~indicative of the a processing capability or the location of the receiver; and~~

~~sequentially display the first group of advertising objects~~ advertisement object using ones  
~~of and the retrieved image objects object linked to the first group of advertising objects.~~

19. (Currently Amended) The system of claim 18, wherein the software is further adapted to be executed by the processor to select the ~~first group of advertising objects~~ advertisement object based on a user's ~~preferences~~ preference.

20. (Currently Amended) The system of claim 18, wherein ~~each of the plurality of advertising objects comprises a separate advertisement, and wherein at least one of the image objects is~~ are linked to at least ~~two of the advertising objects~~ a second advertisement object.

21. (Currently Amended) The system of claim 18, wherein ~~the software is further adapted to be executed by the processor to select the first group of advertisement objects based on a user interface sophistication level~~ memory stores a local condition indicative of a processing capability of the receiver.

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22. (Currently Amended) The system of claim 18, wherein the software is further adapted to be executed by the processor to select a second ~~group of advertisement objects~~ object ~~based on the local condition~~ a location of the receiver.

23. (Currently Amended) The system of claim 18, wherein the software is further adapted to be executed by the processor to display the ~~first group of advertisement objects~~ object based on an ordered list.

24. (Currently Amended) A method of ~~receiving~~ displaying advertisements ~~for use in a receiver station with a cache memory that receives a data stream containing advertising objects and image objects linked to the advertising objects~~, the method comprising:

~~storing a local condition indicative of a processing capability or a location of the receiver station in the receiver station~~ receiving an advertisement object and at least one network link associated with the advertisement object, wherein the network link specifies a storage location storing a plurality of image objects corresponding to the advertisement object, and wherein each of the image objects requires a different processing capability to be rendered by a receiver;

~~storing in the cache memory the advertising objects and the image objects received via the data stream, wherein the data stream is transmitted by a transmitting site that transmits the same advertising objects and image objects to the receiver and a plurality of other receivers without selectively transmitting particular ones of the objects to particular ones of the receiver stations, and wherein each advertising object includes a data element indicative of a required~~

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~~receiver station sophistication level or a location~~ retrieving via the network link one of the  
plurality of image objects based on the processing capability of the receiver; and

~~selecting an advertising object and its linked image objects from the stored advertising~~  
~~objects and image objects;~~

~~determining if the selected advertising object and its linked image objects are compatible~~  
~~with the receiver station based on the local condition of the receiver station and the data element~~  
~~within the selected advertising object; and~~

~~discarding the selected advertising object if it is not compatible with the receiver~~  
~~station~~ displaying the advertisement object and the retrieved image object.

25. (Currently Amended) The method of claim 24, further comprising determining if the received ~~advertising~~ advertisement object is a new version of a previously cached ~~advertising~~ advertisement object and replacing the previously cached ~~advertising~~ advertisement object with the received ~~advertising~~ advertisement object if the received ~~advertising~~ advertisement object is the new version of the previously cached ~~advertising~~ advertisement object.

26. (Currently Amended) The method of claim 25, wherein determining if the received ~~advertising~~ advertisement object is the new version of the previously cached ~~advertising~~ advertisement object includes comparing data elements associated with ~~advertising an~~ advertisement object version.

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27. (Currently Amended) The method of claim 24, further comprising comparing a priority of the received ~~advertising-advertisement~~ object to a lowest priority associated with a plurality of cached ~~advertising-advertisement~~ objects and discarding the received ~~advertising-advertisement~~ object if the priority of the received ~~advertising-advertisement~~ object is less than or equal to the lowest priority associated with the plurality of cached ~~advertising-advertisement~~ objects.

28. (Currently Amended) The method of claim 27, wherein comparing the priority of the received ~~advertising-advertisement~~ object to the lowest priority associated with the plurality of cached ~~advertising-advertisement~~ objects includes comparing data elements associated with display priority.

29. (Currently Amended) The method of claim 24, further comprising replacing one from a plurality of cached ~~advertising-advertisement~~ objects having a lowest priority with the received ~~advertising-advertisement~~ object if the priority of the received ~~advertising-advertisement~~ object is greater than the lowest priority of the one from the plurality of the cached ~~advertising-advertisement~~ objects.

30. (Currently Amended) The method of claim 24, further comprising discarding expired ~~advertising-advertisement~~ objects from ~~the cached a cache memory of the receiver~~.

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31. (Currently Amended) The method of claim 30, wherein discarding the expired ~~advertising advertisement~~ objects from the cache memory includes comparing a data element associated with ~~advertising advertisement~~ object expiration to a local time at the receiver ~~station~~.

32. (Currently Amended) The method of claim 24, ~~wherein further comprising~~ selecting the ~~advertising object~~ includes identifying a data element associated with ~~advertising objects~~ the one of the plurality of image objects based on a local condition stored in the receiver indicative of the processing capability of the receiver.

33. (Currently Amended) The method of claim 24, further comprising determining if the received ~~advertising advertisement~~ object is compatible with a user's ~~preferences~~ preference and discarding the received ~~advertising advertisement~~ object if it is not compatible with the user's ~~preferences~~ preference.

34. (Currently Amended) The method of claim 33, wherein determining if the received ~~advertising advertisement~~ object is compatible with the user's ~~preferences~~ preference includes comparing ~~one or more data elements~~ a data element of the advertisement object associated with ~~descriptors to~~ a descriptor of the user's ~~preferences~~ preference.

Claims 35-40 (Cancelled)

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41. (Currently Amended) A system for generating digital advertisements, the system comprising:

a processor;

a computer readable medium coupled to the processor; and

software stored on the computer readable medium and adapted to be executed by the processor to:

~~generate a plurality of an advertisement objects object, each of which includes a data element indicative of a required receiver sophistication level or a location;~~

~~generate an identifier object having data elements identifying ones of the advertisement objects for use in selecting ones of the digital advertisements for display; at least one network link associated with the advertisement object, wherein the network link specifies a storage location storing a plurality of image objects corresponding to the advertisement object, and wherein each of the image objects requires a different processing capability to be rendered by a receiver; and~~

~~link image objects containing image information associated with the digital advertisements to the advertisement objects; and~~

~~transmit the advertisement objects object and the image objects at least one network link via a transmission data stream to a plurality of receivers without selectively transmitting particular ones of the objects to particular ones of the receivers the receiver, wherein each of the receivers is configured to store therein a respective local condition indicative of a processing capability or a location of the receiver.~~

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42. (Currently Amended) The system of claim 41, ~~wherein the software is further adapted to link at least one of the image objects to one of the advertisements through another one of the image objects~~ wherein the receiver is configured to store therein a respective local condition indicative of a processing capability of the receiver.

43. (Currently Amended) The system of claim 41, wherein the software is further adapted to transmit along with the advertisement object and the at least one network link a data element is further associated with indicative of at least one of a user preference, a geographic location, a user interface sophistication level, a location within a display unit, a display priority, or a display time.

44. (Currently Amended) The system of claim 41, wherein each of the image information objects includes one of video information, graphical information or textual information.

45. (Previously Presented) The system of claim 41, wherein each of the image objects includes data associated with one of a version of the image information, a priority, a sophistication level or an image format.

46. (Previously Presented) The system of claim 41, wherein the image objects are based on a transport protocol.



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47. (Currently Amended) The system of claim 41, ~~wherein the identifier object is an update list object wherein a first one of the image objects is a non-animated graphic requiring the receiver to have a processing capability of rendering the non-animated graphic, and wherein a second one of the image objects is an animated graphic requiring the receiver to have a processing capability of rendering the animated graphic.~~

48. (Currently Amended) A receiver ~~unit~~ comprising:

an interface configured to be communicatively coupled to couple the receiver to a television at a subscriber site; and

~~configured to store therein a local condition indicative of a processing capability or a location of the receiver;~~

a processor to receive advertising objects an advertisement object and linked image objects from a media broadcast transmission station that transmits the advertising objects and image objects to the receiver and a plurality of other receivers without selectively transmitting particular ones of the objects to particular ones of the receivers, wherein each advertising object includes a data element indicative of a required receiver sophistication level or a receiver location, store the received advertising objects and linked image objects, at least one network link associated with the advertisement object, wherein the network link specifies a storage location storing a plurality of image objects corresponding to the advertisement object, and wherein each of the image objects requires a different processing capability to be rendered by the receiver;

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a communication interface to retrieve one of the plurality of image objects using the network link based on a processing capability of the receiver;~~select a first group of advertising objects from the received advertising objects and image objects based on the local condition and the data elements associated with the first group of advertising objects and linked image objects; and~~

a display interface to display the first group of advertising objects using ones of advertisement object and the retrieved image objects~~object~~linked to the first group of advertising objects.

49. (Currently Amended) The receiver ~~unit~~ of claim 48, wherein the processor is further configured to select the first group of advertising objects~~advertisement object~~ based on at least one of a user's preference or a geographic location of the receiver.

50. (Currently Amended) The receiver ~~unit~~ of claim 48, further comprising a memory configured to store a local condition indicative of a processing capability of the receiver wherein the processor is further configured to select the advertisement object based on the local condition and discard at least some of the advertising other advertisement objects based on the data elements of the advertising objects and the local condition of the receiver the local condition.

51. (Currently Amended) The receiver ~~unit~~ of claim 48, further configured to decode comprising a tuner to receive television programming received from the a broadcast transmission station and present the decoded television programming to a user via the television.

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52. (Currently Amended) The receiver ~~unit~~ of claim 48, further comprising a display interface configured to display a program guide and overlay ~~at least some of the received advertising objects~~ the advertisement object and the retrieved image object or to the program guide.

53. (Currently Amended) The receiver ~~unit~~ of claim 48, wherein the processor is further configured to receive an update list and manage the ~~received advertising objects~~ advertisement object and other cached advertising advertisement objects previously stored in the receiver ~~unit~~ based on the update list.

54. (Currently Amended) The receiver ~~unit~~ of claim 53, wherein ~~managing the received advertising objects includes~~ the processor is further configured to manage the advertisement object by storing in the receiver unit at least some of the advertising objects the advertisement object based on the update list.

55. (Currently Amended) The receiver ~~unit~~ of claim 53, wherein ~~managing the processor is further to manage~~ the cached advertising advertisement objects includes by discarding at least some of the cached advertising advertisement objects ~~from the receiver unit~~ based on the update list.

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56. (Currently Amended) A method of generating digital advertisements, comprising:

~~transmitting advertising objects and image objects linked to the advertising objects via a media broadcast transmission station to a plurality of receiver stations without selectively transmitting particular ones of the objects to particular ones of the receiver stations; wherein each of the receiver stations is configured to store therein a respective local condition indicative of a processing capability or a location of the receiver station; receiving the advertising objects and image objects at one of the receivers; storing the advertising objects and image objects at the receiver station; determining via the receiver station if at least one of the received advertising objects and its linked image objects are compatible with the receiver station based on the data element associated with the at least one of the received advertising objects and the linked image objects and the local condition of the receiver station; and if the at least one of the received advertising objects is not compatible with the receiver station, discarding via the receiver station the at least one of the received advertising objects~~generating an advertisement object;

generating at least one network link associated with the advertisement object, wherein the network link specifies a storage location storing a plurality of image objects corresponding to the advertisement object, and wherein each of the image objects requires a different processing capability to be rendered by a receiver; and

transmitting the advertisement object and the at least one network link via a transmission data stream to the receiver.

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57. (Currently Amended) The method of claim 56, further comprising replacing a ~~cached advertising-advertisement object~~ previously stored in the receiver station with the at least one of the received advertising objects if the at least one of the received advertising objects advertisement object if the advertisement object is a new version of the previously stored advertising-cached advertisement object.

58. (Currently Amended) The method of claim 57, further comprising comparing via the receiver station data associated with the at least one of the received advertising objects advertisement object with data stored in the receiver station to determine whether the at least one of the received advertising objects advertisement object is the new version of the cached advertising-advertisement object.

59. (Currently Amended) The method of claim 56, further comprising if the at least one of the received advertising objects received advertisement object is not compatible with the receiver station based on a local condition stored in the receiver indicative of a processing capability of the receiver, discarding the at least one of the received advertising objects advertisement object via the receiver station.

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60. (Currently Amended) The method of claim 56, further comprising comparing via the receiver station a priority level of the ~~at least one of the received advertising objects~~ advertisement object to a second priority level and discarding the ~~at least one of the received advertising objects~~ advertisement object via the receiver if the priority level of the ~~at least one of the advertising objects~~ advertisement object is less than or equal to the second priority level.

61. (Currently Amended) The method of claim 56, further comprising comparing via the receiver station a priority level of the ~~at least one of the received advertising objects~~ advertisement object to a second priority level and replacing a cached ~~advertising~~ advertisement object previously stored in the receiver station with the ~~at least one of the received advertising objects~~ advertisement object if the priority level of the ~~at least one of the received advertising objects~~ advertisement object is greater than the second priority level.

62. (Currently Amended) The method of claim 56, further comprising discarding at ~~least some of the advertising other~~ advertisement objects via the receiver station based on at least one of a user's preference or a geographic location of the receiver.

63. (Currently Amended) The method of claim 56, further comprising displaying a program guide and overlaying ~~at least some of the advertising objects~~ the advertisement object and one of the image objects onto the program guide via the receiver station.

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64. (Currently Amended) The method of claim 56, further comprising receiving at the receiver ~~station~~ an update list and using the update list to manage via the receiver ~~station~~ the ~~advertising objects~~ advertisement object received at the receiver ~~station~~ and cached ~~advertising~~ advertisement objects previously stored in the receiver ~~station~~.

65. (Currently Amended) The method of claim 64, wherein managing via the receiver ~~station~~ the ~~advertising objects~~ advertisement object received at the receiver ~~station~~ includes storing in the receiver ~~station~~ at least some of the ~~advertising objects~~ the advertisement object based on the update list.

66. (Currently Amended) The method of claim 64, wherein managing via the receiver ~~station~~ the cached ~~advertising~~ advertisement objects includes discarding at least some of the cached ~~advertising~~ advertisement objects from the receiver ~~station~~ based on the update list.

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67. (Currently Amended) The method of claim 56, ~~further comprising selecting via the receiver station some of the advertising objects and image objects transmitted by the media broadcast transmission station for display via the receiver station, receiving at a second receiver station located at a second subscriber site the same ones of the advertising objects and image objects transmitted by the media broadcast transmission station, and discarding via the second receiver station the some of the advertising objects selected by the receiver station wherein a first one of the image objects is a non-animated graphic requiring the receiver to have a processing capability of rendering the non-animated graphic, and wherein a second one of the image objects is an animated graphic requiring the receiver to have a processing capability of rendering the animated graphic.~~